

Virginia Complete Count Commission
Meeting Minutes
May 21, 2019
Patrick Henry Building
West Reading Room
1111 East Broad, Richmond, VA 23219
10:00 a.m.-3:30 p.m.

Attendees: Reggie Tupponce, Gilbert Bland, Eric Lin, Gaylene Kanoyton, Suja Amir, Dr. William O'Hare, Gia Genie Nguyen Le, Sarah Radcliff, Gross, Hyun Lee, Monica Sarmiento, Dr. Elda Stanco Downey, Ashley Reynolds Marshall, Ashley Marshall, Carah Whaley, Sree Negardi, Jim Dau, Jonathan Zur, Steve Kast, Caryn Durham, Laura Nalley, Eric Lin,

Governor's Office Staff Present:

Kelly Thomasson, Secretary of the Commonwealth

Traci Deshazor, Deputy Secretary of the Commonwealth

Fernando Mercado-Violand, Special Assistant and the Director of Latino Outreach

Guests:

Ron Brown, Partnership Specialist, U.S. Census Bureau

Carla Neidigh Powhatan Complete Count Committee

Karla Ramos Richmond Complete Count Committee

Jolilda Saunders Virginia Beach Local Complete Count Committee

Michael Abley, for Nancy Rodrigues

Laura Schnelling, VOICES for Virginia's Children

Call to Order (Secretary Kelly Thomasson)

The Honorable Kelly Thomasson, Secretary of the Commonwealth of Virginia, called the meeting to order at 10:15 a.m.

With a motion from Commissioner Gaylene Kanoyton, and a second by Commissioner Gilbert Bland, the January meeting minutes were agreed to.

With a motion by Commissioner Rev. Jon Barton, seconded by Commissioner Eric Lin, the meeting agenda was adopted.

Opening Remarks and General Updates (Secretary Kelly Thomasson)

General Updates

- Commissioner Julian Walker was on Jeff Shapiro politics podcast. We will be sharing this to the commissioners in the follow up email. This is a good reference on how to discuss the importance of the census and the work of the commission.

- Commissioner Bill O'Hare wrote an Op-ed that was published in the Virginia Pilot on the undercount of young children. This will be shared with the commission through the follow up email.
- There are reports of political organizations sometimes using the census branding to increase their open rate, these types of mailers can
- Thank you for going out and doing events and speaking to your communities we appreciate all the hard work you have done so far.

Citizenship Question Supreme Court

- No updates on the Supreme Court case regarding citizenship question. The decision will be made before the end of June.

Job Vacancies:

- Secretary Kelly Thomasson
Discussed the need to decimate information regarding jobs with the U.S. Census Bureau. This is a major priority for the U.S. Census Bureau. Our Graphics are now live and will be shared on our social media regarding jobs in Virginia please share those. These graphics
- Ron Brown: We still need to fill many vacancies we will have six field offices that we need to staff up. We need diverse and competent staff and do to the current employment rate

Other Updates

- Ron : Hampton Complete Count Committee looking to send alerts through the schools.
- AARP reporting scams an letting people know that this is happening

Festival and Events Strategy and Planning

Took time to fill out the information for the events from May-June

Assigned events to commissioners and noted support when needed. Commissioners will continue to add events where a census presence will be needed and denote which commissioner should be assigned to take the lead.

VCCC staff will be providing a template for each event so that we are sharing uniform information a these gatherings. The materials to distribute in other languages are still in the process of being translated, commissioners that would like materials in a different language should work with staff to make the translation is done properly.

Presentation on Hard to Count Communities- Aging Communities

Key Points:

- We have identified this as a priority looking at previous Census Undercount
- Population increase since the last census 500,000 increase and 50% are over 65
- Virginia has a growing aging population and this trend will continue to grow.
- By the year 2030 1/5 of VA will be over 65

Challenges:

- Medicaid Fraud Awareness and the heightened fear of scams that have been on the rise since the last census are in odds with the census interests of building trust with Seniors.
- Some seniors have the wrong impression do not think they count.
- Training census staff to be senior competent, practices like patience and dealing with visual and auditory disabilities.
- There are many direct services where the services are the only ones that interact with them. Isolation is a problem.

Conversation Q and A

Comment: Commissioner Jim Dau

AARP- has put together how to spot a census fraud so that they know what is real and what is not. We will be developing various iterations. We will be rolling this out through the summer and make sure that the commission is aware of these efforts.

Comment: Commissioner Jim Dau

Similar community outreach. We have 35 chapters throughout the state some are huge and some are small. If we are not going to be able to reach out directly, how to reach out to caregivers.

Comment: Commissioner Gaylene Kanoyton

I think it is important to note that our under count of children and our undercount of seniors, in making sure we work with the schools to work with the families that are raise by their grandparents.

Question: Fernando Mercado

Are your AARP Chapters demographically diverse?

Response: Commissioner Jim Dau

Large African American participation, growing Asian community, LGBT in Richmond, and with the Veteran Community, population centers. Growing Latino membership.

Question: Commissioner Gaylene Kanoyton

We need clarity on how people are going to fill out these forms. Can the grandchild do it for the grandparent? What are the guidelines for assistance in filling out census forms?

Comment: Commissioner Bill O'Hare

Two important things to consider, in terms of literacy seniors are the most likely to have literacy issues, and are more comfortable answering by phone.

Where should we focus those efforts on how to educate seniors and young people?

Private developer and the rules of the housing of the elderly and reporting them on the census.

Comment Ashley: YW houses seniors... they are not in nursing home our sub housing. If there is a way that we can get their information

Work plan Subcommittee Action Steps

Government Subcommittee

State Agencies

Staff will be meeting with agency heads in the coming weeks and finding out ways, we can better engage them on our census efforts. Agencies, DMV, VDOT, Tourism, ABC, VEC.

CODEL

Engaging the congressional delegation with an update on our efforts and hoping that these offices will engage their constituencies in their outreach efforts.

Q and A:

Question: Commissioner Bill O'Hare

What is the plan for agency engagement?

Response: Secretary Thomasson

We will be meeting with agency heads individually and working with them to develop their inclusion of census information in their field offices and materials.

Education Subcommittee

Working with PTA's and PTO's we there will focus on the welcome back messages for schools on the importance of the census, and make sure that they are working with their respective schools. Working with local school boards to organize a large scale, back to school campaign to inform families about the coming census.

Community Based Subcommittee

Continuing to develop the community event list by region and identify which commissioners, local representatives, community partners, and census bureau staff can attend. Collaborating with the Business subcommittee to find sponsors for printing.

Identify summer camp programs that are sponsored by community partners, Boys and Girls Club, United Way, Four H Clubs etc.

Identify and connect with food assistance programs for children in the summer, for children that have free and reduced lunch.

Faith Based Subcommittee

Initial Faith Leaders phone call on May 30th, and a follow up call on June 13th. There will be monthly calls with faith leaders on various topics such as hard to count communities, and census

solution workshops, and an opportunity to directly ask questions to staff, commissioners, and the census bureau.

Business Subcommittee

Work with governor's staff to meet with high level business leaders in the Commonwealth, and start developing a business leader groups of census supporters.

Working with the community based subcommittee to identify printing needs, and build a list of local sponsors.

Next Steps

Local Complete Count Commission Report Out

Members of the Richmond, Arlington, Powhatan Local Complete Committees introduced themselves and shared the status of their committees. This will be a continuing portion of the next steps discussed at the end of every VCCC meeting.

Q and A

Question: Carla Neigh Powhatan Local Complete Count Commission

Is there grant funding for Census outreach from the state for localities?

Response: Secretary Thomasson

We requested funding this past legislative session but it did not pass. We are operating without funding, so there are no grants. Community foundations have funding for census outreach, I would suggest you connect with the central Virginia foundation.

Census Solution Workshops

Sree shared with faith leaders in Loudoun, regarding the committee, jobs available and the importance of the census.

Communication

Reminder for Commissioners to follow FOIA guidelines, and to always communicate with staff using, and copying the Virginia Complete Count Email address. Viriniacompletecount@governor.virginia.gov

Adjourned 3:12 PM